

### **Abstract of the Invention**

**[0044]** Electronic messaging in a one-to-one, one-to-many, or many-to-many messaging session is directed through a short text messaging application. The short text messaging application incorporates a message thread identifier with a message that is sent to a recipient or group of recipients. The message thread identifier may be embedded in the header information of the message, for example, and is associated with the unique user identification code or network address of each recipient. Any reply to such a message is directed to the originating user and any other recipients based upon the message thread identifier.